

1 Claims

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3 1. An electronic display device comprising:
4 - a housing;
5 - a display screen mounted to the housing;
6 - data storage means for storing visual content to
7 be displayed;
8 - data processing means for driving the display
9 screen;
10 - means for securing the device at a point of sale;
11 - wherein the housing is moulded in the shape of a
12 product offered for disposal at the point of sale.

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14 2. The electronic display device as claimed in Claim 1
15 adapted to display digital video content.

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17 3. The electronic display device as claimed in Claim 1
18 or Claim 2 wherein the housing is moulded to the
19 approximate dimensions of the product offered for
20 disposal at the point of sale.

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22 4. The electronic display device as claimed in Claim 3
23 wherein the housing is shaped such that the
24 footprint of the electronic display device is
25 substantially identical to a product offered for
26 disposal at a point of sale.

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28 5. The electronic display device as claimed in any
29 preceding Claim wherein the housing is substantially
30 cylindrical in shape.

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- 1 6. The electronic display device as claimed in any
2 preceding Claim wherein the housing is bottle-
3 shaped.
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- 5 7. The electronic display device as claimed in any of
6 Claims 1 to 5 wherein the housing is can-shaped.
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- 8 8. The electronic display device as claimed in any
9 preceding Claim further comprising a wireless
10 transceiver for receiving or transmitting data from
11 or to a remote device.
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- 13 9. The electronic display device as claimed in any
14 preceding Claim wherein the display is an LCD module
15 with a 320x480-pixel matrix.
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- 17 10. The electronic display device as claimed in any
18 preceding Claim wherein the housing comprises a
19 plurality of part-housings, each part-housing being
20 provided with corresponding engaging means.
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- 22 11. The electronic display device as claimed in any
23 preceding Claim wherein the means for securing the
24 device at the point of sale is a base plate having
25 fixings for attachment at the point of sale.
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- 27 12. The electronic display device as claimed in Claim 11
28 wherein the housing is provided with engagement
29 means for releasably engaging with corresponding
30 engagement means provided on the base plate.
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- 32 13. The electronic display device as claimed in Claim 12
33 wherein the engagement means is a plurality of

1 apertures and corresponding resilient snap
2 connectors.

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4 14. The electronic display device as claimed in Claim 12
5 or Claim 13 wherein the engagement means is provided
6 with a locking mechanism for retaining engagement,
7 the locking mechanism being releasable upon
8 interaction with a cooperating key.

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10 15. The electronic display device as claimed in any
11 preceding Claim wherein the housing is provided with
12 a slot for the insertion/or removal of a removable
13 memory storage unit.

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15 16. The electronic display device as claimed in any
16 preceding Claim further comprising an interface for
17 enabling interaction by a user.

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19 17. The electronic display device as claimed in Claim 16
20 wherein the interface is a touch-screen.

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22 18. An electronic display device comprising:
23 - a housing;
24 - data storage means;
25 - data processing means;
26 - a display screen mounted to the housing;
27 - means for securing the device at a point of sale;
28 - wherein the housing is incorporated as part of a
29 dispenser for a beverage offered for disposal at
30 the point of sale.

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32 19. A product display assembly comprising a display
33 structure supporting a plurality of products offered

1 for disposal, and an electronic display device
2 according to any preceding claim mounted to said
3 display structure.

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5 20. A system for electronic display, the system
6 comprising at least one electronic display device,
7 each electronic display device having a housing,
8 data storage means, data processing means, a display
9 screen mounted to the housing, and means for
10 securing the device at a point of sale; and a
11 portable data storage device communicable with the
12 electronic display device such that data is
13 transferable between the portable data storage and
14 the electronic display device.

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16 21. The system as claimed in Claim 20 wherein the
17 portable data storage device is a portable unit
18 having a wireless transceiver for receiving or
19 transmitting data from or to the at least one
20 electronic display device.

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22 22. The system as claimed in Claim 20 or Claim 21
23 wherein the electronic display device is secured to
24 a shelf for displaying products offered for
25 disposal.

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27 23. The system as claimed in any of Claims 20 to 22
28 wherein the electronic display device is provided
29 with a slot for the insertion/or removal of a
30 removable memory storage unit.

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32 24. The system as claimed in any of Claims 20 to 23
33 wherein the portable data storage device is provided

1 with a slot for the insertion/or removal of a
2 removable memory storage unit.

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4 25. The system as claimed in any of Claims 20 to 24
5 wherein the electronic display device is a device
6 according to any of Claims 1 to 18.

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8 26. A system for electronic display comprising a
9 plurality of electronic display devices, each
10 electronic display device having data storage means,
11 data processing means, a display, and means for
12 securing the device at a point of sale; a wireless
13 router adapted to communicate with the plurality of
14 electronic display devices and access a remote
15 server, thereby allowing the content of the data
16 storage means to be updated with data from said
17 remote server.

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19 27. The system as claimed in Claim 26 wherein the
20 wireless router is further adapted to communicate
21 with a portable data storage device.

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23 28. The system as claimed in Claim 26 or Claim 27
24 wherein the electronic display device is a device
25 according to any of Claims 1 to 18.

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27 29. A method of updating an electronic display device
28 having a having data storage means, data processing
29 means, a display, and means for securing the device
30 at a point of sale, the method comprising the steps
31 of:

- 1 - Interrogating, at a pre-selected time a remote
- 2 server in order to determine whether updated data
- 3 is available for the display device;
- 4 - Downloading updated data to the data storage means
- 5 from said remote server via the wireless router.

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7 30. The method as claimed in Claim 29 comprising the
8 additional steps of:

- 9 - Issuing, at a pre-selected time, an identifier
- 10 signal from the display device to a wireless
- 11 router;
- 12 - Verifying in the wireless router that the display
- 13 device is authorised to receive updated data from
- 14 the remote server.

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